

## CLAIMS

1. A method of advertising or promoting, said method comprising;
  - 5 - projecting a light pattern comprising one or more illuminated areas onto a visible surface or screen, said light pattern defining a message or announcement area, and
    - projecting still and/or motion pictures into said illuminated areas.
  2. A method according to claim 1, wherein the visible surface or screen is defined by
    - 10 openings in one or more plates and/or by one or more plates onto which the illuminated areas are projected.
    3. A method according to claim 2, wherein the plate(s) is/are made of plastic, wood, aluminium, steel or acrylic material.
    - 15 4. A method according to claim 1, wherein a layer of image forming material, such as a translucent material, is provided in front of a projector and onto which the light pattern and pictures are projected.
    - 20 5. A method according to claim 2, wherein the outlines of the illuminated areas correspond to the outlines of the openings or plates defining the visible surface or screen.
    6. A method according to claim 2, wherein said plate(s) is arranged in front of a projector projecting the light pattern and/or motion pictures.
    - 25 7. A method according to claim 1, wherein the illuminated areas and/or screen define a logo.
    8. A method according to claim 1, wherein the projected light pattern is provided by
      - 30 editing a digital image defining said areas to be illuminated in order to provide a mask, the method comprising the following image processing steps of:
        - darkening the part of the image surrounding said areas,
        - cleaning the colours from said areas, and
        - 35 ▪ drawing up the contours of said areas in the picture with a coloured non-black line.
      9. A method according to claim 8, further comprising the step of editing captured still or motion pictures by use of said mask in order to have said pictures projected within said area(s) defined by said non-black line.
      - 40 10. A method according to claim 1, wherein different still or motion pictures are shown in different illuminated areas.
      11. A method according to claim 8, wherein the step of editing the image comprising using
        - 45 an alpha key.

12. A method according to claim 8, wherein the step of darkening comprises providing the colour type "black level 0" on the part surrounding said areas.

5 13. A method according to claim 1, wherein one or more video projectors or computer controlled video projectors project said light pattern and pictures.

14. A method according to claim 13, wherein the video projector projects said light pattern and pictures in a 4:3 format or 16:9 format.

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15. A method according to claim 1, wherein the motion pictures show objects and/or living beings.

16. A method according to claim 1, wherein the visible side of the visible surface or screen

15 is that opposite to the projector.

17. A method according to claim 8, wherein the image processing is provided by an image-editing program on a computer.

20 18. A method according to claim 9, wherein the editing of the captured still or motion picture is provided by a video-editing program.

19. A method according to claim 3, wherein the acrylic material comprises a frost side onto which the light pattern and motion pictures are projected.

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20. A method according to claim 4, wherein the layer of image forming material is provided by frosting a side of the screen.

21. A method according to claim 4, wherein a frost filter film is provided between the  
30 visible surface or screen and the projector for deflecting and/or transmitting the projected light pattern and pictures.

22. A method according to claim 21, wherein said film is provided on the visible surface or screen.

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23. A method according to claim 2, wherein the plate(s) is translucent.

24. An advertisement or promotion arrangement, said arrangement comprising:

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- means for projecting a light pattern comprising one or more illuminated areas defining a message or announcement area,
  - a visible surface or screen onto which said light pattern is projected, and
  - means for projecting still or motion pictures into said illuminated areas.

25. An arrangement according to claim 24, wherein the means for projecting comprises one or more projectors and/or video projectors.

26. An arrangement according to claim 24, wherein the visible surface or screen is defined  
5 by openings in one or more plates and/or by one or more plate(s) arranged in front of a projector projecting the light pattern and/or motion pictures.

27. An arrangement according to claim 26, wherein the plate(s) is made of plastic, wood, aluminium, steel or acrylic material.

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28. An arrangement according to claim 26, wherein the plate(s) is translucent.

29. An arrangement according to claim 24, wherein a layer of image forming material, such as a translucent material, is provided in front of the projector and onto which the  
15 light pattern and pictures are projected.

30. An arrangement according to claim 29, wherein said layer of image forming material is provided on a side of said plate(s) for deflecting and/or transmitting the projected light pattern and pictures.

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31. An arrangement according to claim 27, wherein the acrylic material comprises a frost side onto which the light pattern and motion pictures are projected.

32. An arrangement according to claim 24, wherein the illuminated areas and/or screen  
25 define a logo.

33. An arrangement according to claim 24, further comprising means for editing a digital image defining said areas to be illuminated in order to provide a mask, said means being adapted to:

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- darkening the part of the image surrounding said areas,
- cleaning the colours from said areas, and
- drawing up the contours of said areas in the picture with a coloured non-black line.

34. An arrangement according to claim 33, further comprising means for editing captured  
35 still or motion pictures by use of said mask in order to have said pictures projected within said area(s) defined by said non-black line.

35. An arrangement according to claim 24, wherein different motion pictures are shown in  
40 different illuminated areas.

36. An arrangement according to claim 33, wherein the digital image is edited by use of an alpha key.

37. An arrangement according to claim 33, wherein the colour type on the part surrounding the areas is "black level 0" after darkening.

38. An arrangement according to claim 24, wherein one or more video projectors or  
5 computer controlled video projectors project said light pattern and pictures.

39. An arrangement according to claim 38, wherein the video projector projects said light pattern and picture sequences in a 4:3 format or 16:9 format.

10 40. An arrangement according to claim 24, wherein the still or motion pictures show objects and/or living beings.

41. An arrangement according to claim 24, wherein the outlines of the illuminated areas correspond to the outlines of the openings or plates defining the visible surface or screen.

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42. An arrangement according to claim 24, wherein the visible surface or the visible side of the screen is that opposite to the side onto which the light pattern and the still or motion pictures are projected.

20 43. An arrangement according claim 24, wherein the visible surface or screen comprises one or more adjacent plates.

44. An arrangement according to claim 33, wherein the means for editing comprises an image editing program on a computer.

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45. An arrangement according to claim 34, wherein the means for editing said captured still or motion picture comprises a video editing program.

46. An arrangement according to claim 24 used for carrying out the method according to  
30 any of claims 1-23.

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